

NOMINATION FOR AWARD

AWARD Outstanding Public Affairs Field Grade Officer		CATEGORY (If Applicable) NAF and above	AWARD PERIOD 1 Jan - 31 Dec 2002
RANK/NAME OF NOMINEE (First, Middle Initial, Last) Major Shawn K. Mecham		SSN (Enter Last 4 Only) 1921	MAJCOM, FOA, OR DRU AFMC
DAFSC/DUTY TITLE 35P4/Director, Public Affairs		NOMINEE'S TELEPHONE (DSN & Commercial) DSN 777-5201 /Commercial (801) 777-5201	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE OO-ALC/PA/7891 Georgia Street, Suite 1, Hill AFB UT 84056-5824			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) Major General Scott C. Bergren, DSN 777-5111/Commercial (801) 777-5111			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p>Overall Effectiveness & Job Accomplishment: CC's trusted advisor; ghost-writer extraordinaire! Without comparison! Inherited a nearly dysfunctional PA operation...he's thrived where others failed</p> <ul style="list-style-type: none"> -- Obtained Climate Assessment/instituted changes; all benefited from his PA savvy/strong leadership - Prepped SECAF/AFMC/CC/OO-ALC/CC for press conferences; got AF message to 10 media outlets with 510K viewers...Gen Lyles, "Best ever CC's Conference;" SECAF touted visit AFMC's best ever - Superior communicator/spokesman! Linchpin to Winter Olympic Support Team; drafted/executed PA plan covering JTF-Olympics, championed Hill AFB's safety, security, services mission to more than 100 journalists from 25 media organizations; coverage reached over 540 million global audience in 35 countries; leadership provided phenomenal support to three CINC's and two MAJCOM/CC's -- Superb media trainer; orchestrated AFMC media training for 80 base leaders; all became SME's for Hill's Olympic support mission; conducted 6 mass media events, 10 media CAP flights, more than 100 interviews; approved 30 B-roll copies and responded to more than 400 media queries - Drastically improved base newspaper...now more effective communication tool with 20K+ readers - Pure Gold! Truly leads by example--sets high expectations/standards of/for multi-talented 14 member team to meet myriad requirements backing performance, products; PA now greatly respected at Hill <p>Leadership/Organizational and Planning Skills: Backbone & brains; steps to the plate on hard issues</p> <ul style="list-style-type: none"> - Overriding reason why OO-ALC/PA has transformed/restored initiative, credibility & re-established PA as the key command staff agency; introduced trusted PA counsel to commanders/directors via daily media analysis'/Aim Points, OEF/ONE daily sitreps and media memos to keep leaders informed - Ingeniously led staff through 50-percent turnover, AEF rotation, TDYs and shortfalls to support base - Brilliantly led base PA operations during two F-16 crashes to tenant fighter wings; commander's sought his media acumen/expertise to present command messages, comfort families, handle tough questions during media barrage; textbook support garnered commander's trust/"Top Performers" coin - Newspaper expert; mentored staff and took them back to basics; improved content/production process - Defused gnarled newspaper contract dispute...took hard stand/prevented AF litigation/embarrassment - Selected 1 of 22 managers for/graduated from prestigious Leadership Northern Utah training program - Led U.S. Forest Service and Bureau of Land Management PA teams covering major forest fires here <p>Judgment and Decisions: Diverse PA background, knowledgeable, insightful and unflappable</p> <ul style="list-style-type: none"> - Crafted sterling media plan for ICBM SPO; covered first planned Propulsion Replacement Program booster to the field; adroitly worked internal/external news coverage attracting worldwide headlines - Deft innovator--recommended tools and equipment used for soil sampling be displayed at local Environmental Information Fairs; sold PA plan to leadership/RAB/city leaders; efforts quelled public's concern over contaminants found in off-base homes, plumes, orchards--a real success story - Orchestrated local community homecoming event honoring deployed troops; first-ever, huge success - Aggressive out-of-the-box thinker--exploited our position as Technical Repair Center for composites - Despite officer manning short-fall, robust AF/ALC transformation activities, completed ACSC! - Revamped "Logstar" community leader program with CC/directors...community support skyrocketed <p>Communication Skills: Unmatched excellence; consummate Air Force ambassador and leader!</p> <ul style="list-style-type: none"> - Articulate, well-versed in AF and diverse ALC mission areas and roles; talented, persuasive public speaker; primary briefer for honorary CC program, LogStar community leaders/civic groups; routinely writes commander's by-lined articles/editorials, action lines, correspondence /remarks - Selected as Hill's Centennial of Flight, AVIP/Small Pox project officer/spokesman; none better! - Awarded DECA's 2002 Outstanding Support Award for its Corporate Communication Program - Primary base spokesman/trusted agent engaged with the local, regional media on all major issues; deploying troops, manning reductions, BRAC, accidents/incidents, Aerospace Museum, legal, ops - AF diplomat, first choice to honcho visits by senators, congressman and other prominent DVs to Hill - Boss said: "As a former Majcom/PA, Shawn is #1 PA FGO I know!"--sure pick for FGO of the year! 			